

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.Y. 2025-26
SYLLABUS

Visual merchandising

2nd session: July 14th - July 24th 2026

www.naba.it



Visual merchandising

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 *E-mail:* summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

Intermediate level

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

COURSE DESCRIPTION

The visual merchandiser is the professional responsible for the styling of stores and shop windows from both aesthetic and commercial perspectives, enhancing the brand identity and devising promotional and sales strategies. During the course, based on theoretical lessons and practical activities, participants will learn the strategic skills required to enhance a brand's image and products, as well as how to organize and design retail spaces.

The course provides essential tools to organize product ranges according to rational criteria (such as colors, sizes, and product categories) and to manage brand image from a sales perspective – including the presentation of complete looks, color coordination, exhibition layout, spatial design, and window display. The course enables participants to develop the necessary skills to understand market dynamics, emerging trends, and consumer needs.

Through educational visits to iconic Milanese fashion stores, participants will observe real-world case studies and analyze professional visual merchandising strategies firsthand.

COURSE OBJECTIVES

The aim of the course is to provide students the skills necessary in order to enhance the brand identity in the store, no longer a simple place of purchase, but a stimulating, exciting, strategic space for sales and customer loyalty.

ADMISSION REQUIREMENTS

This course is intended for students who have a background in fashion and who are attending or will attend their first year of university studies in art and design.

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Creativity and motivation are considered a plus.

OUTPUT

The course will introduce the fundamentals of retailing, including the concepts of shop windows and showrooms. Subsequently, participants will develop their own project, designing innovative approaches to style a concept store for a brand of their choice. Participants will create a visual merchandising project for a pop-up store related to a luxury brand, focusing on how to design an enhanced customer experience that reflects the brand's identity and engages its target audience.

LIST OF MATERIALS AND TOOLS

- Personal laptop or tablet.

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Learning by doing: a mix of theoretical and practical classes.

Team working is essential for a visual merchandiser in order to mix marketing and creative aspects together.

Through educational visits to observe iconic case studies in Milan's retail landscape, participants will gain direct exposure to professional visual merchandising practices.

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Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

GRADING SYSTEM

GRADING WEIGHTS	GRADING SCALE				
1. Attendance 30%	Excellent = 90-100				
2. Participation and creative process 40%	Good = 80-89				
3. Final work / final presentation 30%	Average = 70-79				
TOTAL 100%	Below Average = 60-69				
	Poor = 59 or below				
	EXCELLENT 90 -100%	GOOD 80 – 89%	AVERAGE 70 – 79%	BELOW AVERAGE 60 – 69%	POOR BELOW 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

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Visual merchandising

1st week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration <ul style="list-style-type: none"> • Awareness of personality and professionalism. • Exploration of personal identity and self-awareness as creative tools. • Development of personal qualities that enhance creative practice. • Cultivation of creative consciousness. • Recognition and expression of individual uniqueness in professional contexts.
Day 2 - Wednesday		<ul style="list-style-type: none"> • Who is a visual merchandiser? • Project assignment.
Day 3 - Thursday		<ul style="list-style-type: none"> • Job opportunities - knowledge of different distribution formats.
Day 4 - Friday		<ul style="list-style-type: none"> • Colours and colour palette.

*The Academy reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location;
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.

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2st week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 5 - Monday	<ul style="list-style-type: none">• Props and tools.
Day 6 - Tuesday	<ul style="list-style-type: none">• Personal revision with the teacher regarding the development of the project.• <i>Field trip*</i>
Day 7 - Wednesday	<ul style="list-style-type: none">• The role of the visual merchandising.
Day 8 - Thursday	<ul style="list-style-type: none">• Projects review
Day 9 - Friday	<ul style="list-style-type: none">• Final presentation.

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